



General Motors
Of Canada Limited
Annual Report
1975

1976 OLYMPIC GAMES

As the official supplier of vehicles to the 21st Olympiad, General Motors of Canada Limited has selected an Olympic theme for this Annual Report.

GM of Canada will supply 1,500 vehicles for use by dignitaries, athletes, tours and services at the various facilities. The cars and trucks, predominantly Canadian-built, will be distinctively painted and will feature decals identifying each unit as an official Olympic vehicle.

The Company has purchased one-quarter sponsorship of the Olympic Games telecasts and four one-hour Olympic specials which will be broadcast on the full English and French CBC networks. In addition to the live coverage of the Games, the four special programs will provide an in-depth view of the competitors, the activities behind-the-scenes and the contributions of the men and women who have made the Olympics function.

To commemorate the 1976 Olympic Games, a limited series of Olympic Edition vehicles was produced and sold in Canada. The specially painted units included Chevrolet Chevelle Malibu and Malibu Classic automobiles, Pontiac LeMans Sport Coupes, as well as Chevrolet and GMC pickups and vans.

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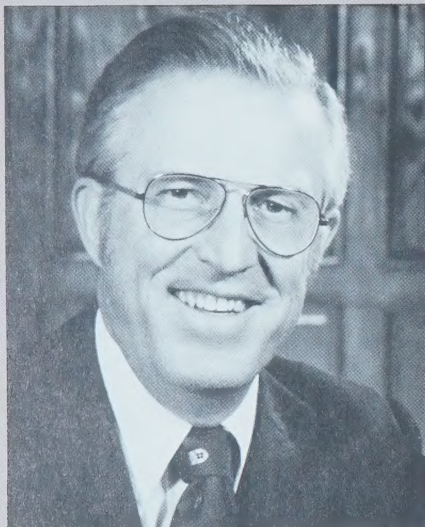
*Until April 30, 1976

**Effective May 1, 1976

On peut se procurer l'édition française de ce rapport en écrivant au Secrétaire, General Motors du Canada Limitée, William Street, Oshawa, Ontario, L1G 1K7.

Highlights

	1975	1974
SALES OF ALL PRODUCTS	\$4,335,209,000	\$3,613,544,000
TOTAL UNIT SALES		
Cars	626,000	635,000
Trucks and coaches	227,000	204,000
Total	853,000	839,000
NET INCOME	\$ 111,230,000	\$ 106,097,000
TAXES		
Income taxes	\$ 78,174,000	\$ 74,877,000
Other taxes	40,037,000	36,614,000
Total	\$ 118,211,000	\$ 111,491,000
REAL ESTATE, PLANTS AND EQUIPMENT		
Plant expenditures for year	\$ 45,300,000	\$ 58,325,000
Balance at December 31	285,455,000	283,619,000
EMPLOYMENT		
Average number of employees	28,700	30,300
Total payrolls	\$ 462,001,000	\$ 449,630,000
WHAT HAPPENED TO THE REVENUE GM OF CANADA LIMITED RECEIVED DURING 1975?		
GM OF CANADA LIMITED RECEIVED		Millions
From sale of its products and other income	\$4,344.4	100%
THIS REVENUE WENT		
To suppliers for materials, services, etc.	3,509.6	80%
To employees for payrolls, employee benefit plans, etc.	562.8	13%
For income and other taxes	118.2	3%
To provide for depreciation of real estate, plants and equipment	42.6	1%
For dividends	79.8	2%
For use in the business	31.4	1%



THE PRESIDENT'S LETTER

During 1975, Canadians were confronted with severe inflation along with high unemployment and a substantially reduced rate of economic growth. However, the recession in Canada was mild compared to the experience of most other countries.

Gloomy economic news dominated the media during the early months of 1975, not only in Canada, but also in the United States and around the world. General Motors countered the pessimism with optimistic predictions of swift economic improvement.

The Canadian automotive industry, and General Motors of Canada Limited, in particular, met the challenges in dramatic fashion. Record retail sales of both cars and trucks were established for the calendar year.

For General Motors of Canada, sales revenue was \$4,335 million, surpassing by 20 percent the 1974 revenue of \$3,614 million. Total GM passenger car sales in Canada of 383,228 units were 12.6 percent ahead of the 340,374 retail sales of 1974, and 8.9 percent over the previous record set in 1973. Truck sales amounted to 132,690 units, surpassing by 19.4 percent the previous record established in 1974. General Motors of Canada now has established a string of five consecutive annual

increases in truck deliveries since the strike-depressed level of 1970.

Retail sales of GM cars in Canada comprised 38.8 percent of total industry deliveries, an increase of 2.6 percentage points over 1974. Leadership was regained in the sale of small cars during 1975. GM small-, medium-, and full-sized cars obtained greater customer acceptance than any other makes. Improvements in retail sales during 1975 were established by each line of General Motors passenger cars over its 1974 level. Chevrolet was up 5.0 percent; Pontiac - up 8.8 percent; Oldsmobile - up 25.5 percent; Buick - up 35.7 percent; and Cadillac - up 41.9 percent.

Retail deliveries of GM trucks rose to 41.1 percent of total industry sales, a gain of 4.6 percentage points over 1974, and represented the highest level since 1969.

Diesel Division set another all-time dollar sales volume record in 1975, surpassing the year earlier by 24 percent.

Net income for General Motors of Canada Limited was \$111 million, an increase of 4.8 percent over the \$106 million in 1974, but down 2.3 percent from the record level of \$114 million established in 1973. Net income as a percentage of sales decreased to 2.6 percent in 1975 from 2.9 percent in 1974 and 3.7 percent in 1973, reflecting the continued pressures of higher costs not fully recovered by price changes.

The early weeks of 1975 began with reduced production for both cars and trucks. There were announcements of shift reductions and layoffs, the result of dampened consumer confidence in the United States where a large percentage of GM of Canada's production is sold.

In Canada, after a slow January, retail sales of GM automobiles established a record for the month of February. March sales were higher than in the previous year, and in successive months, General Motors passenger car sales were either at a record rate for the specific month or were the second highest on record. Truck sales in January and February 1975 were at the second highest monthly level, and in subsequent months were at record rates.

In the United States, the turnaround in automotive sales began in the first quarter and a steady recovery followed. GM of Canada was able to recall the majority of its employees on layoff. Employment during 1975 averaged 28,700 salaried and hourly people, down from a 30,300 figure for 1974. However, at year-end there were 33,011 people on the Company's employment roll and there were announcements of production increases for 1976.

The 1976 forecast of industry automotive sales in Canada is for retail deliveries of passenger cars to exceed one million vehicles and for trucks to top 300,000 units. It is expected that car and truck sales

in the United States will be 20 percent better than in 1975 and that they will be on an upward trend throughout the world.

General Motors cars and trucks cover the broadest range in the Company's history, providing exceptional value in terms of design, economy and serviceability. Major progress has been accomplished with respect to gasoline mileage, along with better driveability, through the use of the catalytic converter and other engineering improvements. With its expanded product line and improved product availability, General Motors of Canada anticipates that 1976 will constitute its fourth consecutive year of record sales.

It is expected that Canada's gross national product will grow by approximately five percent in real terms during 1976 and that the inflation rate could drop to about seven percent by the fourth quarter of the year.

It will take some time before the effects of the Canadian Government's anti-inflation program, instituted on October 14, 1975, on the economy can be determined.

While General Motors of Canada Limited is not in favor of wage and price controls, it appreciates the desire of the Government to assert leadership in the fight against inflation. The Company will work within the wage and price control guidelines proposed by the Government of

Canada. However, it is imperative that Canada's economy be returned as soon as possible to a free competitive market system.

Canadians as individuals and groups have been requested to moderate their demands upon the economy. There have been some recent encouraging signs that governments are showing more restraint in their spending programs. The major causes of inflation in Canada have been rampant government deficit spending coupled with expansion of the money supply.

The expectations of people, often fueled by political promises, have led them to look to government for funds or for solutions to their problems. It is time to reverse this trend and for people to return to individual initiative.

Canada needs government tax and monetary policies that will encourage the private sector to increase its investment in new tools and facilities, and in new ventures, in order to expand the economy based on growth in productivity. Such encouragement will permit business, industry, and agriculture to provide the jobs and the productive means to stimulate the economy. All Canadians will reap the rewards through the increased availability of goods and services. In addition, only through real growth in gross national product can spending on social programs be under-

taken without serious inflationary consequences.

During 1975, General Motors of Canada experienced substantial increases in the costs of labor and materials. On a base car, these costs were about \$353 higher at the time of the 1976-model announcement than a year earlier. However, in view of market conditions, the Company increased the wholesale prices of its 1976 cars by an average of only \$186, or five percent, and the manufacturer's suggested retail prices by an average of \$154, or 3.3 percent. The price differential between Canadian and U.S. vehicles was further narrowed. However, progress in this area is obviously not promoted by disruptions to our activities caused by strikes at the plants of our suppliers. Unfortunately, Canadians during 1975 lost more worker-days through labor disputes than almost any other people in the world. It is a loss Canada cannot afford.

The Canadian-U.S. Automotive Products Trade Agreement is still the subject of study and comment in Canada and the United States. Both countries have benefited substantially from the agreement. The productive efficiencies that have accrued in the automotive industry in Canada have resulted in a substantial reduction in the price differential between Canadian and U.S. vehicles. The differences that remain include the 12 percent federal sales tax

and the higher costs of doing business in Canada. These encompass such aspects as higher warranty costs because of the more severe climate, the cost of working with two languages, duties and taxes along with the higher costs of distribution due to Canada's large, sparsely populated area.

During 1975, the Company adopted formal policies to ensure compliance with the regulations of the Official Language Act of the Province of Quebec. The Company is now operated in that province under the name -- General Motors du Canada Limitée.

Conservation of energy continues to be a key priority, both in the Company's facilities and in its products. General Motors has set a voluntary goal of a sales-weighted 56 percent improvement in gasoline mileage by 1980, compared with 1974 models at present emission standards. The 1976-model General Motors cars, based on data by the U.S. Environmental Protection Agency, have achieved a 38 percent improvement compared with the sales-weighted average of 1974 models.

General Motors has embarked upon a multi-billion dollar program to reduce by 1980 the weight and exterior size of its cars while retaining interior roominess. These vehicles will continue to offer customers the room they want and need along with improved fuel economy.

The Government of Canada has indicated that it will establish standards for fuel economy. To meet the levels under consideration, 24 miles per imperial gallon by 1980 and 33 miles per imperial gallon by 1985, Canadians would be forced to choose from a severely limited range of cars. By 1985, all but a small fraction of new automobiles would have to achieve gasoline mileage which can be obtained today only by cars the size of the Vega and Astre. General Motors would have to achieve a sales-weighted 67 percent improvement in gasoline mileage by 1980, and a 129 percent improvement by 1985, compared with 1974 models. Such standards could lead to a decline in new car sales with corresponding unemployment in the automotive industry and in supplier plants.

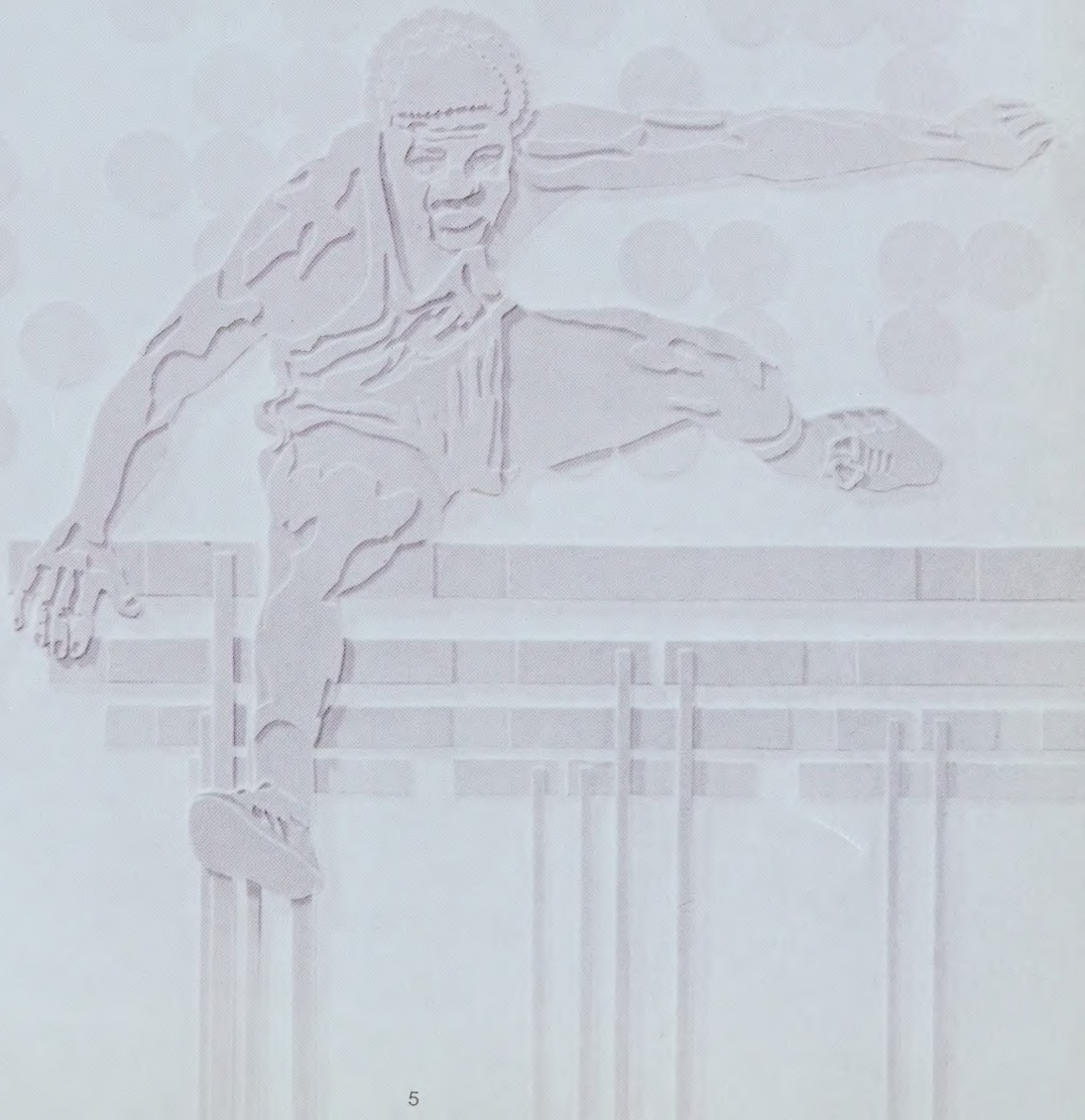
This is the year in which the Company will be negotiating a new labor agreement. A realistic balance between productivity and compensation is necessary for the Company to grow, to compete for world markets, and to add to the real dollar value of employee earnings. It is hoped that the atmosphere achieved at the time of the 1973 settlement will continue and that a reasonable and equitable agreement will be attained without any work stoppage at our plants.

The people of GM of Canada excelled in meeting the challenges of 1975. They

were backed by the initiative and efforts of the Company's dealers, distributors, suppliers and, of course, the loyalty of its customers. To all go our appreciation and heartfelt thanks.

Donald H. McPherson

Donald H. McPherson,
President.



REVIEW OF OPERATIONS

Retail deliveries of cars and trucks by the Canadian dealers of General Motors of Canada Limited surpassed the half million mark during 1975 for the first time in the Company's history.

For the industry, the 1975 calendar year was a record one with retail sales in Canada amounting to 1,311,776 new cars and trucks. Passenger car retail sales totalled 988,710 units, 5.1 percent higher than in 1974, and 1.8 percent above the earlier record set in 1973. A record 323,066 trucks were delivered during 1975, an increase of 6.3 percent over 1974.

Factory sales by General Motors of Canada Limited amounted to 595,146 cars, trucks and coaches, 7.3 percent below the record 642,113 units sold in 1974, and reflected a lesser number of vehicles exported to the United States. General Motors of Canada sold 257,667 units which were imported from the United States. Of the total General Motors units produced and imported, 514,658 were sold in Canada, 289,724 were shipped to the United States and 48,431 were exported to 67 other countries.

Dollar sales by General Motors of Canada amounted to a record \$4.3 billion, a 20 percent increase over the previous record of \$3.6 billion established in 1974.

Average employment during 1975 was 28,700 people and payrolls totalled a record \$462 million.

While net income increased to \$111 million from \$106 million in 1974, net income as a percentage of sales dropped to 2.6 percent in 1975, compared to 2.9 percent in 1974 and 3.7 percent in 1973. Dividends paid amounted to \$79.8 million, the same as in 1974.

Total 1975 expenditures for plant and equipment in Canada amounted to \$45.3 million. Expenditures for special tools totalled \$52.8 million.

Automotive Operations

A number of changes in manufacturing operations were announced or instituted during 1975.

During the first quarter, there were a number of production disruptions in many of the manufacturing plants, including line rate changes and changes in the number of shifts. These factors resulted from a strike in the transportation industry and from low sales of vehicles in the United States. However, near the end of the quarter, the situation had stabilized in most areas, spurred by a strong vehicle sales position in Canada and the steady economic recovery in the United States.

Production at the Oshawa truck plant was increased to 34 vehicles per hour from

23 per hour, effective March 31, 1975. An announcement was made that 36 trucks per hour would be assembled, effective in March 1976.

At the Scarborough van plant, the production rate for Chevrolet and GMC vans was reduced to 12 units per hour from 15 per hour, effective March 1, 1975. On June 9th, the rate reverted to 15 per hour and in July, the rate was increased to 17 an hour. In October 1975, the Company announced a further plant expansion to the Scarborough facilities in order to permit an increase to 25 vans per hour in August 1976.

At the Ste-Therese plant, the Chevrolet Monza Towne Coupe and the Pontiac Sunbird models were added to the assembly of the Monza 2 + 2, the Oldsmobile Starfire and the Buick Skyhawk models. In December 1975, it was announced that the production rate would be decreased from 45 units per hour to 40 vehicles in order to adjust new car inventories.

At Oshawa, it was announced that production of the Chevrolet Chevelle and Monte Carlo and the Pontiac LeMans would be increased from 32 units per hour to 37 per hour, effective February 2, 1976, and that the line rate for full-size Chevrolet and Pontiac cars would be increased from 40 per hour to 50 per hour, effective February 26, 1976, and further increased to 55 per hour, effective in March 1976.

The new battery plant at Oshawa went into production in 1975. Plastic battery cases were introduced in this modern facility.

In November, production at the Oshawa truck plant was started on a contract for 2,848 four-wheel drive military vehicles. Extensive engineering modifications to the Chevrolet 300 series pickup truck were made. They included a 24-volt auxiliary power supply, a blackout lighting system, shielded ignition system, communications and weapons facilities, military trailering equipment and a three-color, disruptive-pattern paint scheme. Production is intermixed with commercial vehicles. Substantial cost savings accrued to Canada through the purchase of the modified commercial vehicle.

The Windsor trim plant celebrated its 10th anniversary on April 25, 1975, which coincided with the production of the 10 millionth set of trim. The Oshawa truck plant and the Ste-Therese plant also completed ten years of operation during 1975.

At St. Catharines, part of the engine plant facilities was converted to the production of 305 cubic inch displacement engines. Both 305 and 350 cubic inch displacement engines now are produced. More than 5.5 million engines have been built at St. Catharines since the start of engine production in 1954. At the axle plant, tooling

was installed for the manufacture of rear axle assemblies for additional vehicle models.

Construction of a one million square-foot National Parts Distribution Centre was started at Woodstock, Ontario. The new facility will go into operation in 1976.

A noteworthy event in 1975 was the production of the ten millionth vehicle by General Motors of Canada - a Chevrolet Monte Carlo completed at Oshawa on November 5, 1975. This production milestone came 67 years after the building of the first car in Oshawa, a McLaughlin-Buick Model F and 60 years after the production of the first Chevrolet at Oshawa.

Numerous innovative process changes have been implemented or are planned for the manufacturing facilities in order to improve quality or to reduce costs.

The foundry at St. Catharines, for example, is currently utilizing approximately 400 tons of metallic garbage scrap monthly purchased from a Hamilton recycling centre. A new magnetic separation unit at the St. Catharines municipal disposal site became operational in December 1975. The Company will purchase ferrous scrap from the unit at a rate estimated to be an additional 1,500 tons annually.

Ferrous materials at all plants of the Company are being segregated and

shipped to the St. Catharines foundry, rather than being sold as scrap. During 1975, the tonnage shipped more than tripled the 1974 volume. A central salvage department ensures proper scrap control procedures and constantly searches for the extension of solid waste recycling.

Diesel Division

Demand for GM of Canada's nonautomotive products continued to be strong during 1975. Diesel Division set a sales volume record for the fourth consecutive year.

Diesel-electric locomotives and transit coaches as well as TEREX off-highway haulers and front-end loaders are manufactured in Canada. Products that are imported and sold include Detroit Diesel Allison products; suburban and intercity coaches; TEREX earthmoving equipment, including self-propelled scrapers and crawler tractors; and high-horsepower Electro-Motive diesel engines and power generating equipment.

The world's largest hauler, the TEREX TITAN, which was built at Diesel Division, has been undergoing successful evaluation tests at a mine in California. The 350-ton capacity vehicle has created intense interest in the mining industry for the large load concept.

Coach production of four and one-third vehicles per day at the Division's two plant

locations, London, Ontario, and Ville St-Laurent, Quebec, was at a record level. Delivery of the 5,000th coach, assembled at the London facility, was achieved during 1975. The Company began building buses in Canada in 1961. The production rate at the Ville St-Laurent facility, which started in 1974 at one per day, was increased to one and one-third per day early in 1975. The Ville St-Laurent plant serves the transit needs of the Province of Quebec.

Diesel Division continued its efforts for additional export business during 1975. Orders for locomotives and TEREX haulers were obtained. The Company participated in a transportation mission to the People's Republic of China, examining that country's railway system, facilities and factories. Subsequently, a Chinese delegation visited Diesel Division.

Futura, a new concept in passenger trains, was introduced in conjunction with Hawker Siddeley of Canada Limited during 1975. Diesel Division will build the locomotive for this modern, high performance train. The streamlined unit will utilize the proven components and construction features of current, dependable General Motors motive power. The locomotive and cars will blend to form a futuristic train which has many innovative features to provide the ultimate in conveniences and amenities for passengers and crews as well as the maximum flexibility in the make-up of the train.

Diesel Division, which in 1975 celebrated its 25th Anniversary since the delivery of its first product, introduced a distinctive new logotype and identity program.

Overseas Activities

A substantial increase was made in the number of vehicles exported to countries other than the United States, most of which were shipped disassembled. A total of 48,431 units were shipped to 67 countries during 1975 compared with 33,778 vehicles to 22 countries in 1974.

This activity, which enhances Canada's trade position, involves the procurement, packaging and shipment of North American-produced automotive material to overseas General Motors plants.

In addition to materials for the assembly of complete vehicles, the export activities include shipments of specific components, primarily hoods, doors, roof panels, deck lids, axles, radiators, engines, transmissions, and pads for doors and seats.

Attention to quality, as in every Company endeavour, is of paramount importance. In order for the overseas GM plant to be able to assemble top quality vehicles, careful attention must be given in Canada to the design of the packaging along with the warehousing and handling of the parts.

Diesel Division shipped TEREX off-

highway haulers to South Africa, Australia, Yugoslavia, Mexico, New Zealand and the United States during 1975. In addition, contracts were finalized for the sale of 15 diesel-electric locomotives to Egypt and 40 locomotives to Algeria.

Automotive Pricing

Early in 1975, in response to moves of competition in the automotive industry, a temporary rebate program to retail customers was instituted on most of GM of Canada's sub-compact and compact car models.

Subsequently, the Company announced that it would offer lower price versions of six small car models.

Prices on 1976 models resulted in a further narrowing of the price differential between Canadian and U.S. vehicles. The manufacturer's suggested list prices on 1976 base passenger cars were increased by an average of \$154, or 3.3 percent over 1975 models. This price adjustment only partially offset increased costs for labor and materials.

Adjustments, principally downward, were made in some of the base prices to reflect changes in standard equipment. On many models, equipment was made optional to lower the price of the base model in order to give the customer more latitude in equipping the vehicle.

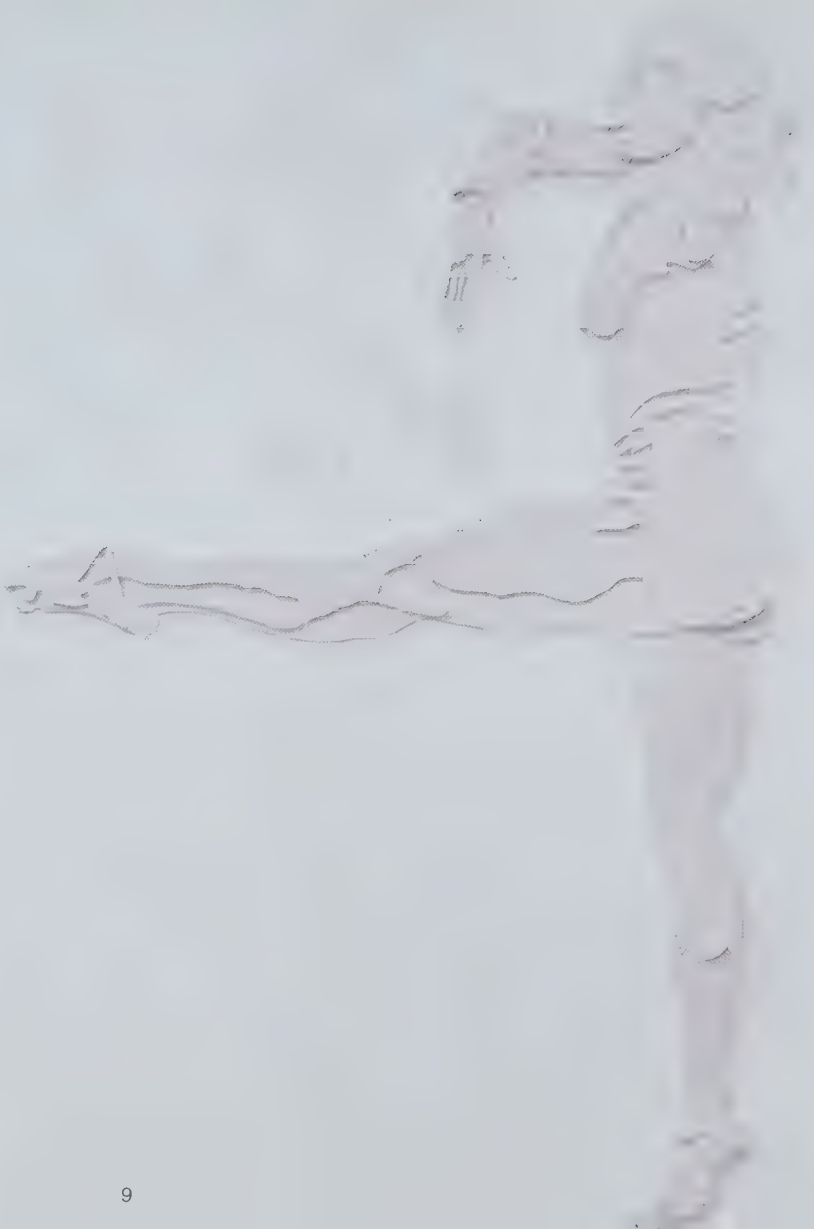
New Models

Five impressive additions were made to GM of Canada's product line during 1975. First announced was the distinctive international-sized Cadillac Seville. Other new models in 1975 included the Chevrolet Monza Towne Coupe and the Pontiac Sunbird, both built at the Ste-Therese plant, and the Chevrolet Chevette and the Pontiac Acadian. Smaller, lighter and more fuel-efficient than any other automobile mass-produced in North America, the Chevette and the Acadian provide Canadians with additional product choices at the lower end of the price range. The Acadian, merchandised solely in Canada, enhances the Pontiac line.

GM Automotive Powertrains

For 1975, Canada adopted vehicle emission standards that were less restrictive than regulations set by the United States Government. The Canadian standards will remain unchanged through 1980 while the U.S. standard for oxides of nitrogen will become more stringent in 1977.

General Motors of Canada offers two types of powertrains in its passenger cars and light-duty trucks. The Company recommends to Canadian customers that vehicles should be purchased with catalytic converters in order to achieve improvements in performance, economy, and



air quality as well as lower maintenance costs. During 1975, over 90 percent of the GM vehicles sold in Canada were so equipped.

General Motors has made more progress in improving fuel economy over the past two model years than any other manufacturer. Based on data by the U.S. Environmental Protection Agency, GM's 1976-model catalyst-equipped cars in a mix of both city and highway driving achieved a 38 percent improvement in gasoline mileage compared with the average attained for GM 1974 models, on a sales-weighted basis.

The catalytic converter requires the use of unleaded gasoline. Use of leaded gasoline results in the loss of the converter's effectiveness in reducing exhaust emissions of hydrocarbons and carbon monoxide.

While unleaded gasoline is generally available in Canada, the uncertainty of supplies of unleaded fuel in remote areas prompted GM of Canada to offer a selection of engine options which can operate on regular leaded gasoline without a catalytic converter.

The Company has published several editions of a booklet entitled 'Guide to Unleaded Gas in Canada'. The initial edition listed 4,475 unleaded fuel outlets across Canada whereas the latest issue includes

7,820 such outlets, a 74.7 percent increase during a one-year period.

Quality Emphasis

Quality has always been a prime factor in the daily operations of General Motors of Canada and in the success of its products. The slogan used in the days of the McLaughlin-Buick read -- 'One grade only - and that the best' -- and it still applies today.

The importance of quality was highlighted during 1975 with the launching of a new, continuing Quality Emphasis program to increase quality awareness on the part of all employees. The personal dedication of individual employees, enhanced by improved communications within the Company, was apparent in subsequent levels of vehicle quality.

Corrosion Task Force

In order to intensify continuing efforts to improve the corrosion resistance quality of vehicles, GM of Canada established a corrosion resistance task force during 1975. Coordinated with the extensive work in this area by General Motors, the program encompasses Proving Ground durability testing of Canadian-built vehicles along with audit procedures at the assembly plants. The program maintains a continuing awareness by individual employees of the need for quality design and workmanship.

Product Assurance

Product assurance field test locations in several Canadian cities afford General Motors of Canada the opportunity to test systems and components under a variety of environmental conditions. Items tested range from engines, transmissions and four-wheel disc brake systems to light bulbs and fuses. During 1975, vehicles in this Canadian program logged more than 13 million miles. This program supplements the activities at the Company's cold weather test facilities at Kapuskasing, Ontario.

At the Kapuskasing facilities, a wide range of tests are performed to evaluate vehicle and component operation in a cold weather environment. Tests include cold start and driveaway, defroster and heating systems, emissions systems, traction, accessory operation, electrical components, fuels, lubricants and overall performance and durability.

Industrial Pollution Control

During 1975, there was a significant increase in the use of air sampling and monitoring equipment by General Motors of Canada. The Company pursues a continuing program to achieve and maintain compliance with environmental protection laws and regulations at all its installations. Capital expenditures and operating costs relating to pollution control facilities amounted to \$7.1 million during the year.

At Oshawa, the new battery plant went into operation in mid-1975. Advanced filtering and equipment have been provided to continuously control and monitor stack emission levels. A new type of fume scrubbing and recirculation system has been designed to reduce the level of fumes in the battery charging area. Rinse water is reused and an automatic neutralizing system brings waste water well within plant effluent limits.

A new steam generator installed in the south Oshawa boiler facility permits better stack emission control as well as improved fuel efficiency. At the north Oshawa boiler facility, conversion of all boilers to a more efficient system also results in improved stack emission quality.

In the Oshawa fabrication plant, reductions were achieved in emissions from radiator bake operations through the introduction of a new soldering flux.

At the Windsor trim plant, a new water purification program became fully operational during 1975. The system includes the use of two 25,000 gallon holding tanks. Plant effluent is discharged into each tank on alternating days and after treatment is released to the city sewer system.

Industrial Energy Conservation

The formal energy conservation programs at all plants achieved energy savings of 8.9 percent in 1975, exceeding the Company's



goal of five percent. The target for 1976 is an additional five percent reduction in energy use.

Central equipment monitoring systems are being installed to eliminate individual manual controls for each of the exhaust, ventilation, heating and make-up air systems. Operation of equipment on a coordinated basis ensures that only essential operation occurs. The expense reductions which are achieved have become markedly greater with the rise in energy costs, adding further incentive to the conservation of resources.

Metric Conversion Program

The General Motors forward product program incorporates the use of the metric system. The Chevrolet Chevette and the Pontiac Acadian are built primarily to metric specifications. During 1975, substantial progress was made in training employees with respect to the metric system. Conversion or replacement of tooling has been instituted. This program will accelerate as General Motors of Canada introduces new models.

GM Dealers In Canada

To keep pace with the expanding market for General Motors cars, trucks and vans, 14 additional GM automotive dealerships began operations during 1975. At year end,

1,059 dealers were maintaining an investment of approximately \$272 million in sales and service facilities. They employ about 30,000 people to serve the transportation needs of the Canadian public.

Thirty-eight dealers relocated their premises while 14 renovated their buildings and six made major expansions to their facilities.

Exemplifying the excellence of the GM dealer network, a GM of Canada dealership earned the coveted Time Magazine Quality Dealer Award for 1975 as the top new car dealer in the country. The Award is made annually for the highest achievement in Canada in dealership performance coupled with outstanding community service.

Improvement of dealer service operations continued to be a top priority item. A large number of dealer personnel completed management training courses held at three Canadian university campuses and service personnel received mechanical training at the Company's nine Training Centres and 25 mobile training classes.

Availability of automotive service replacement parts was improved substantially during 1975. The Company supplies the parts inventories of its dealers from a network of eight Parts Distribution Centres at key locations across Canada in addition to its National Parts Distribution Centre.

During 1975, GM of Canada added 47,800 square feet of space to its Winnipeg Zone office and warehouse and started construction of the one million square-foot National Parts Distribution Centre at Woodstock, Ontario.

In April 1975, a National Order Writing System was inaugurated linking the Parts Distribution Centres with the computer complex at Oshawa. This system instantly transfers parts orders to the warehouse where stock is available for immediate shipment. Refinements are being introduced which will permit dealers to place parts orders directly through the computers at Oshawa instead of the regional warehouses. This method will expedite order cycle time and shipping schedules.

Supplementing the automotive dealerships, 169 AC-Delco full-line distributors market a broad line of GM service parts for all makes of cars, trucks and heavy-duty equipment. Additionally, there are 213 outlets specializing in radiators, transmissions and bearings while another 31 outlets feature other GM service parts. These distributors, along with the GM dealers, ensure availability of GM parts and service to the motoring public and to the industrial market in all parts of Canada.

TEREX equipment is sold in Canada by dealers located in 26 locations across the country.

Detroit Diesel Allison products are available through eight independent distributors with a total of 30 outlets across Canada. These distributors have agreements with an additional 281 service dealers.

Customer Service

A customer satisfaction program was initiated during 1975 to improve communications with buyers of GM cars and trucks. Approximately one-third of the more than 100,000 customers to whom forms were mailed advised the Company about their experiences in the purchase and subsequent service of their new GM vehicle. Individual dealers were informed of the results in order that they could react appropriately.

Organizational Changes

Effective October 1, 1975, Donald H. McPherson, a native of Wayne, Alberta, and formerly Director of Engineering for Chevrolet Motor Division, General Motors Corporation, succeeded David C. Collier as President and General Manager of General Motors of Canada Limited. Mr. McPherson was elected a member of the Board of Directors.

Mr. Collier was appointed General Manager of Buick Motor Division of General Motors Corporation.

In December, it was announced that

Robert M. Wilson, Director of Purchasing for General Motors of Canada, would assume additional responsibilities for advising the U.S. Divisions of General Motors Corporation with respect to Canadian material sources, effective January 1, 1976. At the Detroit headquarters of General Motors, Mr. Wilson is Assistant Executive in charge of General Motors Purchasing Activities - Canada.

Effective May 1, 1976, A. Grant Warner was appointed General Manager, Diesel Division and was elected a Vice President of the Company. He succeeded Emmett B. Lewis, Jr. who was appointed General Manager, Frigidaire Division, General Motors Corporation, and was elected a Vice President of General Motors Corporation.

Employment And Payrolls

Employment in 1975 averaged 28,700 men and women, compared with 30,300 in 1974. While employment was lower, total payrolls increased to a record \$462 million from \$450 million in 1974.

In general, layoffs resulted from market conditions in the United States. Improving U.S. automobile sales along with the record Canadian retail deliveries resulted in recalls that placed 33,011 people on the employment roll of GM of Canada on December 31, 1975.

Average hourly employment in Canada

was 21,900 in 1975. Wages for these men and women averaged \$7.79 per hour for an average workweek of 38.5 hours. This compared with \$7.02 per hour for an average workweek of 39.3 hours in 1974. These earnings do not include the cost of the extensive GM employee benefit programs.

The average weekly wage of General Motors of Canada's hourly employees in 1975 was \$300.41. This was \$105.48, or 54.1 percent above the average weekly wage of \$194.93 reported by Statistics Canada for all Canadian manufacturing employees.

The Company's total contributions for employee benefit programs in Canada reached a record \$99.7 million in 1975, compared with \$87.8 million in 1974.

On September 22, 1975, hourly employees received an improvement factor increase of from 15 to 25 cents per hour. In addition the cost-of-living allowance increased a total of 37 cents per hour for GM of Canada hourly employees during 1975.

Most eligible salaried employees also received a comparable cost-of-living allowance and performance improvement increase.

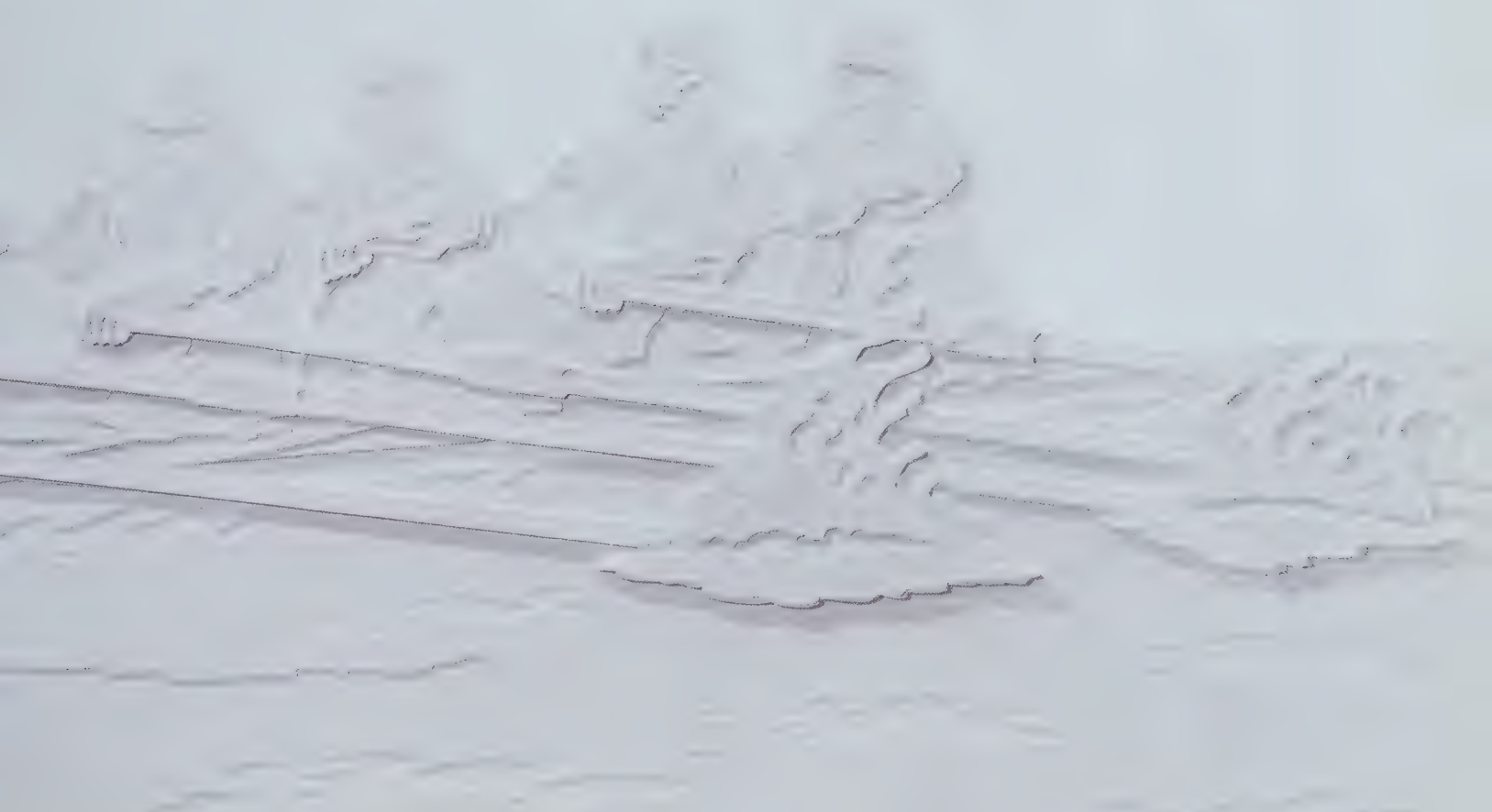
The increase in average straight-time wages during the agreement signed with the United Automobile Workers in 1973 to-

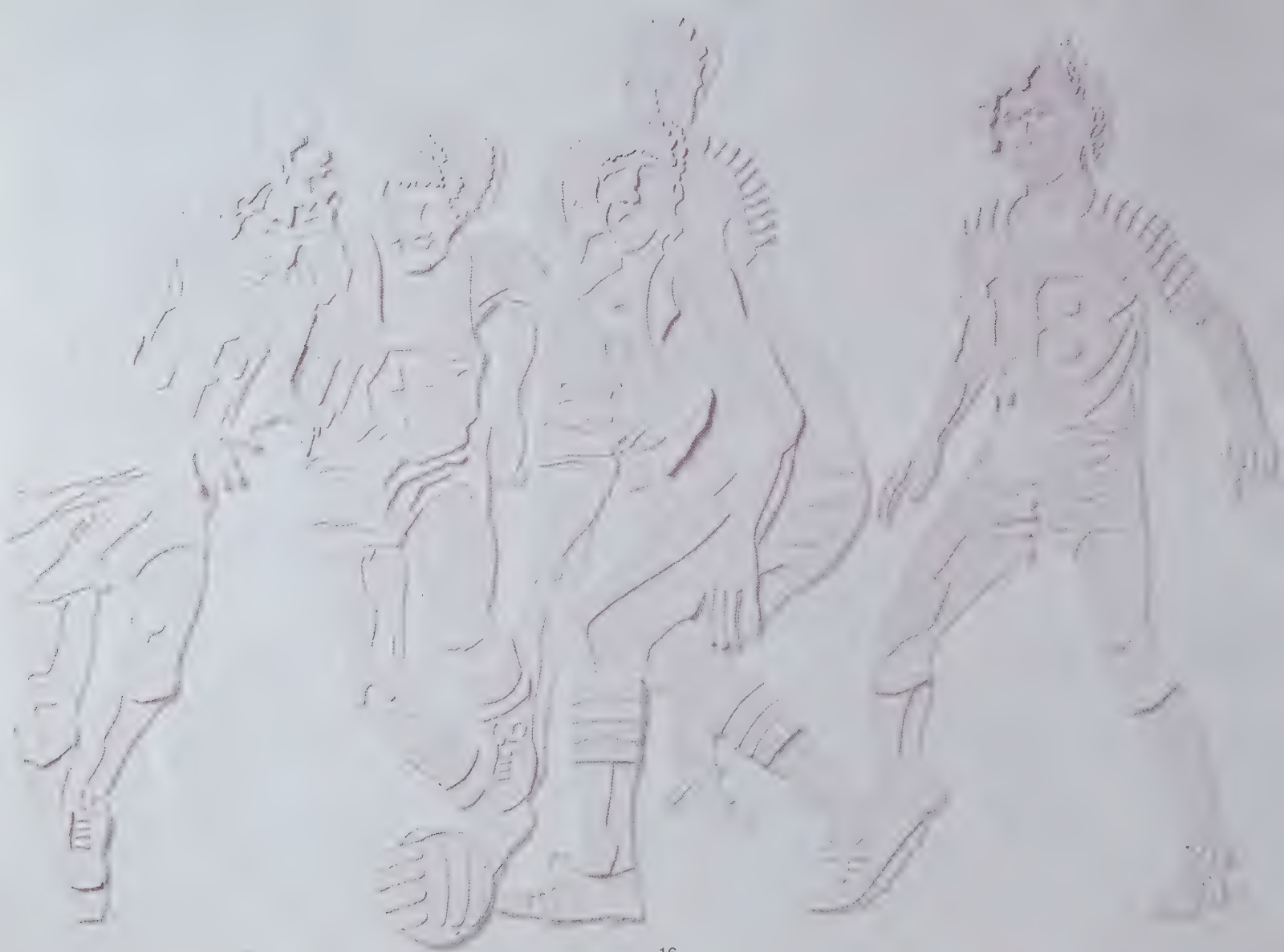
tals \$1.70 per hour. The majority of this increase, 98 cents, is the result of the cost-of-living allowance formula.

During 1975, Canadian employees earned \$890,220 for 11,151 accepted suggestions under the terms of the GM Suggestion Plan. There were 11 maximum awards of \$10,000, a record for any year.

Approximately 69 percent of eligible salaried employees participated in the GM Savings-Stock Purchase Program, saving an average of seven percent of their salaries. GM of Canada contributed \$3.0 million to the Program in 1975.

Employee benefit programs were expanded with the introduction on October 1, 1975, of Nursing Home Care Benefits and Vision Care Benefits.





GENERAL MOTORS OF CANADA LIMITED
STATEMENT OF INCOME AND
NET INCOME RETAINED FOR USE IN THE BUSINESS

for the years ended December 31, 1975 and 1974

	<u>1975</u>	<u>1974</u>
NET SALES (Note 2)	\$4,335,209,003	\$3,613,544,491
Other income less income deductions	<u>9,206,953</u>	<u>16,102,543</u>
TOTAL	<u>4,344,415,956</u>	<u>3,629,647,034</u>
 COSTS AND EXPENSES		
Cost of sales and other operating charges, exclusive of items listed below	3,931,243,753	3,231,846,569
Selling, general and administrative expenses	80,022,626	78,287,452
Depreciation of real estate, plants and equipment	42,601,214	42,504,245
Amortization of special tools	93,343,742	86,829,277
Interest expense (Note 5)	7,800,913	9,205,827
Income taxes (Note 3)	<u>78,174,000</u>	<u>74,877,000</u>
TOTAL	<u>4,233,186,248</u>	<u>3,523,550,370</u>
NET INCOME	111,229,708	106,096,664
NET INCOME RETAINED FOR USE IN THE BUSINESS		
at beginning of the year	<u>396,151,722</u>	<u>369,873,933</u>
TOTAL	507,381,430	475,970,597
LESS CASH DIVIDENDS	<u>79,818,875</u>	<u>79,818,875</u>
NET INCOME RETAINED FOR USE IN THE BUSINESS		
at end of the year	<u>\$ 427,562,555</u>	<u>\$ 396,151,722</u>

Reference should be made to the Notes to Financial Statements (pages 21 through 24).

GENERAL MOTORS
OF CANADA LIMITED

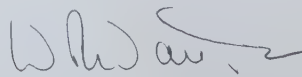
ASSETS

	1975	1974
CURRENT ASSETS		
Cash	\$ 7,618,658	\$ 5,154,037
Time deposits and marketable securities - at cost which approximates market.....	97,974,747	74,977,064
Accounts and notes receivable:		
Trade-affiliated companies.....	180,666,359	149,392,209
Other trade and sundry.....	104,886,298	99,773,138
Inventories.....	356,981,116	370,763,961
Prepaid expenses and deferred income taxes.....	26,452,947	21,983,922
TOTAL CURRENT ASSETS	774,580,125	722,044,331
PROPERTY		
Real estate, plants and equipment (Note 4).....	732,764,231	700,745,771
Less accumulated depreciation.....	447,309,630	417,126,724
Net real estate, plants and equipment.....	285,454,601	283,619,047
Special tools - less amortization.....	46,756,448	87,311,514
TOTAL PROPERTY.....	332,211,049	370,930,561
OTHER ASSETS	420,421	77,921
TOTAL ASSETS.....	\$1,107,211,595	\$1,093,052,813

Reference should be made to the Notes to Financial Statements (pages 21 through 24).

Approved by the Board:

 Director

 Director

BALANCE SHEET
DECEMBER 31, 1975 AND 1974

LIABILITIES AND SHAREHOLDERS' EQUITY

	<u>1975</u>	<u>1974</u>
CURRENT LIABILITIES		
Accounts and notes payable:		
Trade—affiliated companies.....	\$ 117,899,489	\$ 193,664,049
Banks.....	8,500,000	—
Other trade and sundry.....	174,406,355	163,018,860
Income and other taxes payable.....	40,823,625	8,952,425
Other accrued liabilities.....	143,298,370	138,589,909
Current portion of long-term debt.....	50,000,000	—
TOTAL CURRENT LIABILITIES	534,927,839	504,225,243
LONG-TERM DEBT (Note 5)	40,590,000	90,590,000
DEFERRED INCOME TAXES	25,672,000	22,971,000
OTHER LIABILITIES	4,922,599	5,578,246
SHAREHOLDERS' EQUITY		
Capital stock—\$100 par value; authorized, issued and fully paid, 703,250 shares.....	70,325,000	70,325,000
Capital surplus (principally additional paid-in capital).....	3,211,602	3,211,602
Net income retained for use in the business.....	427,562,555	396,151,722
TOTAL SHAREHOLDERS' EQUITY	501,099,157	469,688,324
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$1,107,211,595	\$1,093,052,813

GENERAL MOTORS OF CANADA LIMITED
STATEMENT OF CHANGES IN FINANCIAL POSITION
for the years ended December 31, 1975 and 1974

	1975	1974
SOURCE OF FUNDS		
Net income	\$111,229,708	\$106,096,664
Depreciation of real estate, plants and equipment.....	42,601,214	42,504,245
Amortization of special tools.....	93,343,742	86,829,277
Deferred income taxes	2,701,000	12,251,000
Total current operations.....	249,875,664	247,681,186
Proceeds from disposals of property	863,267	1,615,609
Notes payable to parent company.....	—	87,781
TOTAL	250,738,931	249,384,576
APPLICATION OF FUNDS		
Dividends paid	79,818,875	79,818,875
Expenditures for real estate, plants and equipment.....	45,300,034	58,324,710
Expenditures for special tools.....	52,788,677	154,392,109
Current portion of long-term debt.....	50,000,000	—
Other - net	998,147	(288,345)
TOTAL	228,905,733	292,247,349
INCREASE (DECREASE) IN WORKING CAPITAL	21,833,198	(42,862,773)
WORKING CAPITAL AT BEGINNING OF THE YEAR.....	217,819,088	260,681,861
WORKING CAPITAL AT END OF THE YEAR.....	\$239,652,286	\$217,819,088
INCREASE (DECREASE) IN WORKING CAPITAL BY ELEMENT		
Cash, time deposits and marketable securities	\$ 25,462,304	(\$81,572,620)
Accounts and notes receivable:		
Affiliated companies - net	107,038,710	(77,510,000)
Other	5,113,160	14,365,785
Inventories	(13,782,845)	104,933,963
Prepaid expenses and deferred income taxes.....	4,469,025	8,028,815
Accounts and notes payable:		
Banks	(8,500,000)	—
Other	(11,387,495)	(40,266,121)
Income and other taxes payable.....	(31,871,200)	16,738,359
Other accrued liabilities	(4,708,461)	(37,580,954)
Current portion of long-term debt	(50,000,000)	50,000,000
INCREASE (DECREASE) IN WORKING CAPITAL	\$ 21,833,198	(\$42,862,773)

Reference should be made to the Notes to Financial Statements (pages 21 through 24).

NOTES TO FINANCIAL STATEMENTS

NOTE 1. SIGNIFICANT ACCOUNTING POLICIES

The Company is engaged primarily in a single class of business - the manufacture, assembly and distribution of products which relate to transportation equipment consisting principally of passenger cars, trucks, coaches and locomotives as well as parts and accessories.

Transactions in Foreign Currencies:

Transactions in foreign currencies have been stated in Canadian currency at the average rates of exchange for the months in which they occurred. The current portions of assets and liabilities which are to be settled in foreign currencies have been stated in Canadian currency at the rates of exchange in effect at the balance sheet dates; the non-current portions of such assets and liabilities have been stated in Canadian currency at rates which were in effect at the dates of the related transactions.

Income Taxes:

Investment tax credits allowable under the income tax laws are deducted in determining taxes estimated to be payable currently and are deferred and amortized over the lives of the related assets. The tax effects of timing differences between pre-tax accounting income and taxable income are deferred.

Inventories:

Inventories are stated at the lower of cost or market. Cost is determined substantially by the first-in, first-out or the average cost method. Market value is current sales price less distribution cost for finished product and replacement cost for other inventories. Physical inventories are taken at all locations annually.

Property, Depreciation And Amortization:

Property is stated at cost. Maintenance, repairs, rearrangement expenses and renewals and betterments which do not enhance the value or increase the basic productive capacity of the assets are charged to costs and expenses as incurred.

Depreciation is provided on groups of property using, with minor exceptions, an accelerated method which accumulates depreciation of approximately two-thirds of the depreciable cost during the first half of the estimated lives of the property. The annual group rates of depreciation are as follows:

<u>Classification of Property</u>	<u>Annual Group Rates</u>
Land improvements	5%
Buildings	3-1/2%
Machinery and equipment	8-1/3% (Average)
Furniture and office equipment	6% (Average)

NOTES TO FINANCIAL STATEMENTS (CONTINUED)

NOTE 1. SIGNIFICANT ACCOUNTING POLICIES (CONCLUDED)

Property, Depreciation And Amortization: (Concluded)

Expenditures for special tools are amortized, with the amortization applied directly to the asset account, over short periods of time because the utility value of the tools is radically affected by frequent changes in the design of the functional components and appearance of the product. Replacement of special tools for reasons other than changes in products is charged directly to cost of sales.

Pension Program:

The Company participates with affiliated Canadian companies in pension plans covering substantially all of its employees. Benefits under the plans are generally related to length of service, wages and salaries and contributions. The costs of these plans are determined on the basis of actuarial cost methods. Unfunded past service pension costs are being funded and amortized in the period extending through 1990.

Product Related Expenses:

Expenditures for research and development and for advertising and sales promotion are charged to costs and expenses when incurred; provisions for estimated costs related to product warranty are made at the time the products are sold.

NOTE 2. NET SALES

Net sales includes sales to affiliated companies of \$1,512 million in 1975 and \$1,391 million in 1974.

NOTE 3. INCOME TAXES

Income taxes consist of the following:

	<u>1975</u>	<u>1974</u>
Taxes payable currently.....	\$ 79,989,000	\$ 70,655,000
Deferred income taxes	<u>(1,815,000)</u>	<u>4,222,000</u>
Total.....	<u>\$ 78,174,000</u>	<u>\$ 74,877,000</u>

NOTES TO FINANCIAL STATEMENTS (CONTINUED)

NOTE 4. REAL ESTATE, PLANTS AND EQUIPMENT

Real estate, plants and equipment consists of the following:

	<u>1975</u>	<u>1974</u>
Land, buildings and improvements	\$250,677,289	\$233,926,086
Machinery, equipment and furniture	461,577,989	439,913,140
Construction in progress	20,508,953	26,906,545
Total	<u>\$732,764,231</u>	<u>\$700,745,771</u>

NOTE 5. LONG-TERM DEBT AND INTEREST EXPENSE

Long-term debt consists of the following:

	<u>1975</u>	<u>1974</u>
Notes payable to Canadian Chartered Banks	\$ 50,000,000	\$ 50,000,000
Notes payable to General Motors Corporation due in 1979	40,590,000	40,590,000
	90,590,000	90,590,000
Less amount currently payable	50,000,000	—
Total long-term debt	<u>\$ 40,590,000</u>	<u>\$ 90,590,000</u>

The notes payable to Canadian Chartered Banks are repayable on September 15, 1976, or sooner, at the option of the Company. Under the terms of the loan agreement, the Company agreed to maintain working capital of at least \$75,000,000 and shareholders' equity of at least 2-1/2 times the outstanding principal amount of the loan.

Interest expense includes interest on long-term debt of \$7,824,812 in 1975 and \$9,204,563 in 1974.

NOTE 6. ANTI-INFLATION PROGRAM

The company is subject to the anti-inflation legislation enacted by the Government of Canada effective on October 14, 1975 which provides for the restraint of profit margins, prices, dividends and compensation in Canada. Because of the uncertainties surrounding the legislation, its effect on these financial statements and the operations of the company is not yet determinable.

Under the present legislation, the company is not permitted to declare or pay dividends during the twelve-month period ending October 13, 1976 that exceed in total \$113.50 per share. Since a dividend of that amount was paid on December 22, 1975, no further payment may be made prior to October 14, 1976. Regulations relating to the payment of dividends after October 13, 1976 have not yet been issued by the Government.

NOTES TO FINANCIAL STATEMENTS (CONCLUDED)

NOTE 7. PENSION PROGRAM

Unfunded past service pension costs amount to approximately \$351 million at December 31, 1975 (1974 - \$366 million). The actuarially computed value of vested benefits exceeded the total of pension funds, at market and balance sheet accruals at December 31, 1975, by approximately \$70 million (1974 - \$95 million).

NOTE 8. CONTINGENT LIABILITIES

There are various claims and pending actions against the Company in respect of product liability, warranties and other matters arising out of the conduct of the business. The amounts of liability on these claims and actions at December 31, 1975 were not determinable but, in the opinion of management, the ultimate liability resulting will not materially affect the financial position or results of operations of the Company.

NOTE 9. REMUNERATION OF OFFICERS AND DIRECTORS

The following information is reported in accordance with the requirements of Section 122.2 of the Canada Corporations Act:

In 1975, \$12,000 was paid by the Company to three of the ten persons who served as directors in 1975; remuneration as officers aggregating \$799,978 was paid by the Company to the eight persons who served as officers, five of whom also served as directors.

NOTE 10. THE COMPANIES ACT OF BRITISH COLUMBIA

These financial statements comply with the disclosure requirements of the Canada Corporations Act, but do not necessarily comply with all the disclosure requirements of the Companies Act of British Columbia.

AUDITORS' REPORT

DELOITTE, HASKINS & SELLS
Chartered Accountants

Royal Trust Tower
Toronto-Dominion Centre
Toronto, Ontario
M5K 1K4

To the Shareholders of General Motors of Canada Limited:

We have examined the Balance Sheet of General Motors of Canada Limited as at December 31, 1975 and 1974 and the related Statements of Income and Net Income Retained for Use in the Business and Changes in Financial Position for the years then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion these financial statements present fairly the financial position of the Company as at December 31, 1975 and 1974 and the results of its operations and the changes in its financial position for the years then ended, in accordance with generally accepted accounting principles consistently applied.

January 28, 1976.

Deloitte, Haskins & Sells

STATISTICAL SUMMARY

Year	Net Sales	Net Income	Net Income As A % Of Net Sales	Dividends Total	As A % Of Net Income	Expenditures For Plant And Equipment Excluding Special Tools	Special Tools	Payrolls	Average No. Of Employees	Working Capital
1971	\$2,493,081,584	\$79,763,402	3.2%	\$45,500,000	57.0%	\$43,397,431	\$25,779,455	\$320,434,560	28,394	\$188,427,763
1972	2,466,873,171	94,195,904	3.8	58,158,775	61.7	31,899,601	72,483,051	322,174,714	26,625	237,993,546
1973	3,116,091,624	113,899,178	3.7	72,434,750	63.6	45,472,349	54,643,007	390,959,576	28,661	260,681,861
1974	3,613,544,491	106,096,664	2.9	79,818,875	75.2	58,324,710	154,392,109	449,630,304	30,258	217,819,088
1975	4,335,209,003	111,229,708	2.6	79,818,875	71.8	45,300,034	52,788,677	462,000,600	28,700	239,652,286

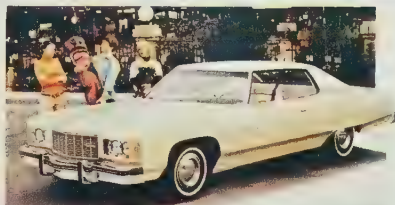
UNIT SALES OF CARS, TRUCKS AND COACHES

Year	Manufactured in Canada					Unit Sales by Areas		
	Cars	Trucks and Coaches	Total Factory Sales	Imported Vehicles	Total Unit Sales	Canada	United States	Other Countries
1971	407,175	101,490	508,665	179,824	688,489	358,816	293,610	36,063
1972	353,924	105,204	459,128	171,918	631,046	350,999	254,994	25,053
1973	443,384	136,424	579,808	210,527	790,335	467,368	298,472	24,495
1974	476,444	165,669	642,113	196,611	838,724	471,214	333,732	33,778
1975	406,293	188,853	595,146	257,667	852,813	514,658	289,724	48,431



General Motors presents 1975.

We want you to drive what you like
and like what you drive.



See why more Canadians buy Chevrolet...



Monza 2 + 2 Hatchback Coupe

Monza 2+2. Our brand new small car.

Chevrolet announces the future—with the brand new Monza 2 + 2. It's the small car of tomorrow, today!

It looks like something you've never seen before. It drives like something you've only dreamed about. Yet behind those sporty looks and refined performance is a highly-advanced, economical, convenient machine.

Inside, outside, all over—Monza 2 + 2 is one car you'll be more than pleased to own.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 4-speed manual. **Wheelbase:** 97.0". **Length (Overall):** 179.3". **Width (Overall):** 65.4". **Height:** 50.2". **Curb Weight:** 2763 lbs.

Vega Notchback. Our big-selling small car.

Vega—almost a synonym for economy. But Vega's designed to do a lot more than cost little to own and operate. It's comfortable, sporty, a real little mover. And it's got the kind of variety and versatility you don't normally expect in a small economy car.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 3-speed manual. **Wheelbase:** 97.0". **Length (Overall):** 175.4". **Width (Overall):** 65.4". **Height:** 51.8". **Curb Weight:** 2495 lbs.

Vega Hatchback. The most popular Vega.

The same economy, the same versatility—but just a bit sportier-looking. And like a sporty car, Vega Hatchback is low and wide and steady. Its easy-operating rear hatch comes with a fold-down rear seat, to create a load floor of about 20 square feet. And that's convenience.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 3-speed manual. **Wheelbase:** 97.0". **Length (Overall):** 175.4". **Width (Overall):** 65.4". **Height:** 50.0". **Curb Weight:** 2558 lbs.



Vega Notchback Coupe



Vega Hatchback Coupe



Nova LN 4-Door Sedan

Nova. Our family-size small car.

The evolutionary new Novas (including the popular Nova SS version) are all emphatically refined for 1975—and include two all-new, several-steps-up LN models.

Nova has redesigned styling inside and out, improved air distribution, increased glass area, and lots more that makes good sense.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 111.0". **Length (Overall):** 196.7". **Width (Overall):** 72.2". **Height:** 54.3". **Curb Weight:** 3386 lbs. (Hatchback).



Camaro Sport Coupe

Camaro. Our sporty small car.

You don't have to add a lot of options to a Camaro to enjoy it. With the standard Six (refined for '75) or V8, you also get front disc brakes, new finned rear brake drums, 17.5 gallon gas tank and many more pleasant surprises.

Standard Engine: 250 cu. in. L6. (350 V8 cu. in. on LT). **Standard Transmission:** 3-speed manual. **Wheelbase:** 108.0". **Length (Overall):** 195.4". **Width (Overall):** 74.4". **Height:** 49.1". **Curb Weight:** 3531 lbs.

Corvette. North America's only production sports car.

Readers of *Car & Driver* magazine last year chose Corvette as "Best All-Around Car". Here's this year's version with still more refinements!

Standard Engine: 350 cu. in. V8. **Standard Transmission:** 4-speed manual. **Wheelbase:** 98.0". **Length (Overall):** 185.2". **Width (Overall):** 69.0". **Height:** 48.1". **Curb Weight:** 3529 lbs. (Coupe)



Corvette Stingray Coupe

For complete information regarding any of the vehicles in this catalogue please contact your local dealer.

Some of the equipment illustrated in this catalogue is optional at extra cost.



...and even more reasons why Canadians buy Chevrolet

Chevelle.

Our practical mid-size.

For '75, Chevelle presents a combination of good things — mid-size, mid-price, efficiency, comfort, fine handling, and room for six adults. Plus sporty lines and superb driveability.

'75 Chevelle could be the most satisfying new mid-size car you ever brought home.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 112.0". (2 door). **Length (Overall):** 205.3" (2 door). **Width (Overall):** 76.6". **Height:** 53.1". (2 door). **Curb Weight:** 3758 lbs. (2 door).



Chevelle Malibu Classic Coupe

Monte Carlo. Our distinctive personal-size car.

When a car makes you feel good about its looks, that's styling. When it makes you feel good about yourself, that's character. And that's what Monte Carlo '75 is all about—a tasteful car, with classic design and elegance.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** 3-speed manual. **Wheelbase:** 116.0". **Length (Overall):** 213.3". **Width (Overall):** 77.6". **Height:** 52.7". **Curb Weight:** 4043 lbs.



Monte Carlo Landau Coupe

Impala. The great Canadian value. Again.

Impala offers the things most Canadians expect in a full-size automobile. Room, and plenty of it. Ride and comfort, smooth as silk. Standard equipment including Turbo Hydra-matic transmission, variable-ratio power steering, power front disc brakes, and more.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 121.5". **Length (Overall):** 222.7". **Width (Overall):** 79.5". **Height:** 53.7". (2 door). **Curb Weight:** 4346 lbs. (2 door sport coupe)



Chevrolet Impala Sport Coupe

Chev Wagons ...family room and then some



Vega Estate Wagon

Vega Wagons. Our handy small-size.

Our sensible, small-size Vega wagons are loaded with more than economy. For example, when you've got a lot more to carry than a little car can hold, the Vega Wagon has up to 46.4 cubic feet of cargo-carrying capacity.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 3-speed manual. **Wheelbase:** 97.0". **Length (Overall):** 175.4". **Width (Overall):** 65.4". **Height:** 51.8". **Curb Weight:** 2611 lbs.



Chevelle Malibu Wagon

Chevelle Wagons. Our versatile mid-size.

The choice is wide, from six 2- and 3-seat models with lift-open tailgate, V8 engine, power steering and brakes, and much more that's standard.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 116.0". **Length (Overall):** 215.2". **Width (Overall):** 76.6". **Height:** 55.6". **Curb Weight:** 4237 lbs.



Chevrolet Caprice Estate Wagon

Chevrolet Wagons. Our spacious full-size.

Chevrolet Wagons offer practical features for practically every family. All are equipped with Glide Away tailgate to let you load and unload in cramped quarters. The 3-seat models offer handy flip-down rear seats.

Standard Engine: 400 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 125.0". **Length (Overall):** 228.4". **Width (Overall):** 79.5". **Height:** 58.1". **Curb Weight:** 4977 lbs.

For complete information regarding any of the vehicles in this catalogue please contact your local dealer.

Some of the equipment illustrated in this catalogue is optional at extra cost.



It's a good feeling to have an Olds around you...



Oldsmobile Omega Salon Coupe

Omega. Not just another compact.

Smother and quieter than ever. Omega for '75 has full-foam seats and carpeting, front disc brakes, double-panel steel roof, and a swing-away grille. All the room, comfort, and quality you expect from an Oldsmobile. But Omega still comes at a compact price.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 111.0". **Length (Overall):** 199.6". **Width (Overall):** 72.9". **Height:** 53.4". **Curb Weight:** 3425 lbs. (Coupe).

Ninety-Eight. Luxuriously Oldsmobile.

You don't just view Ninety-Eight luxury, you experience it. And whether you choose the uppermost Regency model, a Luxury Sedan, or a Sport Coupe, luxury comes in standard specifications—like power windows, armrests with power controls, and, of course, power steering and power brakes.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 127.0". **Length (Overall):** 232.4". **Width (Overall):** 79.8". **Height:** 54.2". **Curb Weight:** 4731 lbs. (Coupe).



Oldsmobile Ninety-Eight Luxury Coupe

Delta 88. Comfortably, dependably Oldsmobile.

A lot of room. A lot of richness. And a lot of value—because it's standard in all Delta 88 models, from the Delta 88 Hardtop Coupe to the luxurious Royale Hardtop Sedan. And with traditional Oldsmobile strength and dependability, Delta 88 is really put together.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 124.0". **Length (Overall):** 226.9". **Width (Overall):** 79.8". **Height:** 54.5". **Curb Weight:** 4544 lbs. (4 door Hdtip.).



Oldsmobile Delta 88 Royale Hardtop Sedan

Toronado, The Ultimate Olds.

Since its introduction ten years ago, Toronado has proven itself as one of the world's most beautifully designed and engineered cars. For '75, Toronado maintains this reputation—with the advantages of front-wheel drive and significantly improved gas mileage.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 122.0". **Length (Overall):** 227.6". **Width (Overall):** 79.5". **Height:** 53.3". **Curb Weight:** 4787 lbs.



Oldsmobile Toronado Brougham Coupe

Cutlass. The lowest-priced mid-size Olds.

You know the value of sound economics. It's good to know your Cutlass does, too. With improved operating economy and better performance. And Cutlass gives you lots of room and comfort inside, to go with its smooth lines and convenient size.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 116.0". **Length (Overall):** 215.7". **Width (Overall):** 76.7". **Height:** 54.1". **Curb Weight:** 3845 lbs.



Oldsmobile Cutlass Supreme Colonnade Hardtop Coupe

Vista Cruiser. One beautiful wagon.

Your Vista Cruiser can take it. With a capacity to carry six or eight passengers in solid comfort, good looks. Power steering and power brakes standard. Even comes with a Vista-Vent roof window to help brighten your day.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 116.0". **Length (Overall):** 220.4". **Width (Overall):** 77.7". **Height:** 55.5". **Curb Weight:** 4496 lbs.



Oldsmobile Vista-Cruiser

Custom Cruiser. The luxury wagon.

Smooth-riding—but with built-in Olds toughness. And with 106 cubic feet of carrying capacity, the Custom Cruiser can take on almost any load you care to haul. For convenience, a tailgate that disappears. The power-operated back window slips into the roof. The door slides manually into the floor.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 127". **Length (Overall):** 231.2". **Width (Overall):** 80.0". **Height:** 57.1". **Curb Weight:** 5211 lbs.



Oldsmobile Custom Cruiser

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Some of the equipment illustrated in this catalogue is optional at extra cost.



Cadillac. From a brilliant past... a brilliant present.

Fleetwood Brougham.

Even better for 1975. With a smoother, quieter ride—taking full advantage of its individually longer wheelbase. And with new beauty outside, highlighted by a new grille and rectangular headlamps. New touches of elegance inside to complement the traditional roominess of Brougham.

Standard Engine: 500 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 133". **Length (Overall):** 233.7". **Width (Overall):** 79.8". **Height:** 55.3". **Curb Weight:** 5388 lbs.



Cadillac Fleetwood Brougham Sedan

Sedan De Ville.

This year's edition of Sedan de Ville has it all. New styling excitement—like rear quarter sail windows that give new airiness to the rear compartment. Greater efficiency refinements. Continued four-door spaciousness. And that famous Cadillac comfort and quiet.

Standard Engine: 500 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 130". **Length (Overall):** 230.7". **Width (Overall):** 79.8". **Height:** 54.3". **Curb Weight:** 5195 lbs.



Cadillac Sedan de Ville

Eldorado.

One of a kind. With a dramatic blend of the best of two motoring worlds. All the flair of a convertible and the comfort of an extraordinary luxury car. Remarkable roadability with a combination of front-wheel drive, variable-ratio power steering and Automatic Level Control.

Standard Engine: 500 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 126.3". **Length (Overall):** 224.1". **Width (Overall):** 79.8". **Height:** 54.5". **Curb Weight:** 5313 lbs



Cadillac Eldorado Coupe

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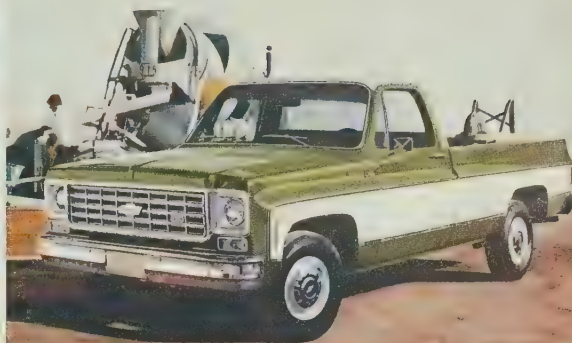
Lasting Chevy Value...



Blazer

Blazer

Blazer for '75 combines driving fun with the serious business of economy and value. Improved performance and driveability go together in a vehicle that gives you up to 31 square feet of floor space. And full-time 4-wheel drive means you can go places where the roads don't go.



Chev Pickup

Fleetside Pickup

Convenient Chevy Pickups have added some new values and economy features for '75. Like a new, efficient economy six designed for improved gas mileage. And a new High Energy Ignition, for improved performance. Both help to make Chevy Pickups a heck of a good buy.



El Camino

El Camino

Up front—a comfortable, agile car, with a choice of three levels of luxury. Out back—a tough, versatile pickup. El Camino is one vehicle that really does the work of two.



Chevy Van

Chevy Van

Chevy Vans are built with maximum strength for maximum convenience and efficiency. There's a choice of two wheelbases and three models series with GVW ratings up to 8300 lbs. And up to 296 cu. ft. of loading space.



Suburban

Suburban

Tough like a truck, smooth like a wagon. Chevy Suburban can accommodate as many as six people in comfort, or provide up to 144 cu. ft. of cargo space. And with its rugged truck chassis and full-time four-wheel drive, it can take almost anything anywhere.

Titan 90

Chevrolet's big trucks are just that—big. With GVW's up to 50,580 lbs. GCW's up to maximum legal weights. And they're convenient—with aluminum tilt cabs that pack a lot of solid standard features. And a short, manoeuvrable BBC to allow long loads.



Titan 90

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The Pontiac travel plan

Astre. Economy first class.

Pontiac's new Astre SJ Coupe makes Astre one of the plushiest, most driveable little cars you can buy. Outside, a distinctive grille. Inside, contoured bucket seats, rich cut-pile carpeting and a special rally gauge cluster. And like all Astres, standard features that include steel-belted radial tires, a High Energy Ignition system and a responsive four cylinder, two-barrel engine.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 3-speed manual (4-speed with SJ models). **Wheelbase:** 97". **Length (Overall):** 175.4". (SJ models—176.4"). **Width (Overall):** 65.4". **Height:** 50.0" (Coupe). **Curb Weight:** 2572 lbs. (Hatchback).



Pontiac Astre Safari SJ Station Wagon (left) and Astre SJ Coupe (right)



Pontiac Firebird Formula (left) and Trans Am (right)

Firebird. Surprisingly enough, sports car with economy.

You could buy Pontiac Firebird for its European-inspired styling. Or for its ride. Or, naturally, for its sports car handling.

Standard Engine: 250 cu. in. L6. (Formula—350 V8 Trans Am—400 V8). **Standard Transmission:** 3-speed manual. (Formula—Trans Am—4 speed). **Wheelbase:** 108". **Length (Overall):** 196". **Width (Overall):** 73". **Height:** 49.1". (STO Firebird). **Curb Weight:** 3496 lbs. (STO Firebird).

Ventura. A lot has happened for '75.

This year a great compact is now even greater. Pontiac Ventura with a new European influence in its styling, a new double-panel roof, front disc brakes. Plus three new out-of-the-ordinary luxury models . . . the Ventura SJ Coupe, Hatchback Coupe and Sedan.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 111". **Length (Overall):** 199.6". **Width (Overall):** 72.4". **Height:** 52.2". (Coupe). **Curb Weight:** 3445 lbs. (4 door).



Pontiac Ventura SJ 2-Door Coupe



Pontiac LeMans 4-Door Colonnade Hardtop Coupe (background) and Grand LeMans 2-Door Colonnade Hardtop Coupe

Pontiac LeMans. Spirited tradition, mid-size efficiency.

For '75, LeMans comes in three different series—including the excitingly elegant Grand LeMans, featured above. You'd never have thought such style, such quality, such performance came in an economical mid-size. Or such value.

Standard Engine: 250 cu. in. L6. **Standard Transmission:** 3 speed manual. (Turbo Hydra-matic—Grand LeMans). **Wheelbase:** 112.0". (2 door). **Length (Overall):** 208.0". (2 door). **Width (Overall):** 77.4". **Height:** 52.7". (2 door). **Curb Weight:** 3772 lbs. (2 door LeMans).

Pontiac Grand Am. Upper-level grandeur in the intermediate class.

An exceptional car in style and behaviour, Grand Am stands in the forefront of Pontiac innovation. It comes in either 2-door or 4-door models. And a wealth of distinctive standard features.

Standard Engine: 400 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 112.0". (2 door). **Length (Overall):** 211.0". (2 door). **Width (Overall):** 77.0". **Height:** 52.7". (2 door). **Curb Weight:** 4143 lbs. (2 door).

Pontiac. A truly fine line of full-size cars.

Pontiac full-size for '75 provides a choice of five different series—from the sturdy, reliable Laurentian to the classic Bonneville and Grand Ville Brougham. With many new design specifications and the added bonus of the Maximum Mileage System, this could be your year for Pontiac.

Standard Engine: 350 cu. in. V8. (400 V8—Bonneville, Grand Ville Brougham). **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 123.4". **Length (Overall):** 226.0". (Laurentian). **Width (Overall):** 79.6". **Height:** 53.5". (Laurentian 2 door). **Curb Weight:** 4383 lbs (Laurentian 2 door).

Grand Prix. The Personal, luxury Pontiac.

One of the most popular—and affordable—personal luxury cars on the road today. Grand Prix's styling, both inside and out, can say a lot about your personal sense of taste. And its handling and performance is a true reflection of your instinct for value and quality.

Standard Engine: 400 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 116.0". **Length (Overall):** 217.5". **Width (Overall):** 77.8". **Height:** 52.6". **Curb Weight:** 4167 lbs.



Pontiac Grand Am 2-Door Colonnade Hardtop



Pontiac Parisienne Brougham 2-Door Hardtop



Pontiac Grand Prix SJ Hardtop Coupe

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1975 Buick...dedicated to the free spirit.



Buick Skyhawk Hatchback Coupe



Buick Regal Colonnade Hardtop Coupe



Buick Riviera Hardtop Coupe

Skyhawk.

A new, small, spirited Buick.

There's never been a Buick like this before. The new Skyhawk is a sub-compact—a blend of operational economy, agile performance and ultra-sleek lines—that gives a whole new spirit to the Buick family. Skyhawk features a 2 + 2 hatchback roof.

Standard Engine: 231 cu. in. V6. **Standard Transmission:** 4-speed manual. **Wheelbase:** 97.0". **Length (Overall):** 179.3". **Width (Overall):** 65.4". **Height:** 50.2". **Curb Weight:** 2925 lbs.

Century.

Intermediate Style and Convenience.

Buick Century gives you four models to choose from this year—each one an intermediate car of true distinction. There's a wide choice of sizes, specifications, interior and exterior styles—so you can make your Century just about any kind of car you want.

Standard Engine: 231 cu. in. V6. **Standard Transmission:** 3-speed manual. **Wheelbase:** 112.0". (2 door). **Length (Overall):** 209.5". (2 door Century). **Width (Overall):** 79.0". **Height:** 53.5". (2 door Century). **Curb Weight:** 3813 lbs. (2 door Century).

Riviera.

The epitome of Sophistication.

For 1975, Riviera presents a whole new, more distinctive look. Outside, longer lines, rectangular headlamps, exciting roof styles. Inside, traditional standard and optional appointments, plus a new instrument panel.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 122.0". **Length (Overall):** 223.0". **Width (Overall):** 79.9". **Height:** 53.7". **Curb Weight:** 4700 lbs.



Buick Skylark 2-Door Coupe and Apollo 4-Door Sedan

Apollo/Skylark.

Affordable, comfortable compacts.

This year, Buick's compacts are restyled and re-engineered in both the 4-door Apollo and 2-door Skylark. Standard features include front disc brakes, a double-panel roof, and distinctive cloth or vinyl interiors. And both offer S/R models, with special luxury equipment.

Standard Engine: 231 cu. in. V6. (250 L6—4 door). **Standard Transmission:** 3-speed manual. **Wheelbase:** 111.0". **Length (Overall):** 200.3". **Width (Overall):** 69.9". **Height:** 53.2". **Curb Weight:** 3571 lbs. (Hatchback).

Buick Electra.

Just what you want in a luxury car.

For '75, Electra goes the ultimate distance. With two fine series—the Electra 225 and Electra Limited—that maintain and refine the Electra reputation for quality and style. New knit upholstery, new roof styling, new rectangular headlights are just some of the pleasant standard features.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 127.0". **Length (Overall):** 223.0". **Width (Overall):** 79.9". **Height:** 54.6". (2 door). **Curb Weight:** 4743 lbs. (2 door).



Buick Electra Limited 4-Door Sedan

Buick Le Sabre.

The lowest-priced full-size Buick.

If this is your first Le Sabre, you've got a lot to look forward to. A choice of models and styles. A new highly-visible instrument panel, new roof stylings, improved overall performance and driveability. And, of course, new refined looks.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 123.5". **Length (Overall):** 226.9". **Width (Overall):** 79.9". **Height:** 53.8". (2 door Coupe). **Curb Weight:** 4449 lbs. (2 door Coupe).



Buick LeSabre Hardtop Sedan

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1975 Pontiac and Buick Wagons



Pontiac Astre Safari SJ

Astre Safari Wagon.

Is the Astre too little to be a real station wagon? Well, for one thing, there's 46.4 cubic feet of carpeted storage space. With the back seat up, room for four adults. And Astre's unitized body construction makes for a solid car. For an added touch,

you can order the SJ version as illustrated above. It looks just great.

Standard Engine: 140 cu. in. L4. **Standard Transmission:** 3-speed manual. **Wheelbase:** 97". **Length (Overall):** 175.4". (SJ—176.4"). **Width (Overall):** 65.4". **Height:** 51.8". **Curb Weight:** 2622 lbs.

Buick Century Wagon. Efficient, economical, nice.

Form and function blend beautifully in Century Wagons for '75. Four models are available, in 2- and 3-seat variations. With seats folded down, you get 85 cubic feet of loading space. Convenience, comfort, style—that's Century Wagons.

Standard Engine: 350 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 116.0". **Length (Overall):** 218.2". **Width (Overall):** 79.0". **Height:** 55.3". **Curb Weight:** 4454 lbs.



Buick Century Station Wagon



Pontiac Grand LeMans Safari

Pontiac Grand LeMans Safari. An extra touch of flair and comfort.

A fine mid-size wagon, ideal for shopping, or moving, or vacationing. Lots of load space, comfort and improved driveability. And this wagon comes in a standard LeMans Safari model—a little more economical to buy, but just as convenient and dependable.

Standard Engine: 400 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 116.0". **Length (Overall):** 215.4". **Width (Overall):** 77.4". **Height:** 55.3". **Curb Weight:** 4454 lbs.



Pontiac Grand Safari

Pontiac Grand Safari. A quite luxurious station wagon.

Grand Safari is a full-size wagon with full-size value. Cargo room of almost 106 cubic feet. Turbo Hydra-matic transmission. Variable ratio power steering. Power front disc brakes. And luxury and convenience touches to make it a wagon you'll be proud to own.

Standard Engine: 400 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 127.0". **Length (Overall):** 230.7". **Width (Overall):** 79.6". **Height:** 57.8". **Curb Weight:** 5035 lbs.



Buick Estate Wagon

Buick Estate Wagon. Full-size comfort and luxury.

The Buick Estate Wagon not only looks great, feels great—but also does a super-efficient job for you. Cargo capacity is almost 106 cubic feet, with additional under-floor storage. Turbo Hydra-matic transmission and Glide-away tailgate make an Estate Wagon easy to use.

Standard Engine: 455 cu. in. V8. **Standard Transmission:** Turbo Hydra-matic. **Wheelbase:** 127.0". **Length (Overall):** 231.8". **Width (Overall):** 79.6". **Height:** 58.4". **Curb Weight:** 5192 lbs.

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1975 GMC Trucks

...built for business

FEB 5, 1975



Wideside Crew-Cab Pickup

GMC Pickup

No matter what or who you're carrying, no matter where or when you go, GMC Pickups can do the job with ease. Massive girder beam front suspension, double-walled construction, and a new High Energy Ignition are just three features that add up to full strength and convenience. And with it a lot of comfort inside.



Handi-Van

GMC Vandura

Vandura gives you two good ways to put everything behind you. Rear doors with 54 inch wide access, and a convenient side sliding door—leading to 296 cu. ft. of capacity. The efficient forward-mounted engine allows for easy service. And inside, an easy to read instrument panel. In fact, you could call Vandura vantastic.



Astro 95

Up front you've got a cab that provides a great working environment—no matter what the conditions outside. In back, you've got room for as much cargo as the law allows. All over, you've got a strong, dependable, manoeuvrable truck that gives as much as 50,580 lbs. GVW.

Astro 95



Jimmy

Jimmy

Major improvements in the 1975 Jimmy start with a standard six engine—to give greater torque and smoother, more economical operation. And there are some nice options with Jimmy—like full-time four-wheel drive, and full-instrumentation dash. Great value all over.



Sprint

GMC Sprint

Sprint's the kind of vehicle that can make you feel good and work well. It looks and drives like a fine mid-size car—does the work of a sturdy light duty Pickup. Just perfect for small jobs. Or big occasions.



Suburban

GMC Suburban

For working, moving, travelling—you can't find anything more efficient than GMC Suburban. It's built tough for tough roads. Built with convenience for cargo loads or people loads. And built with style for whatever job you're doing.



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11/1/74

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